



RAW-NATURAL-FRESH



TM



# Franchise Brochure





A letter from the Founder,

3Natives is my life passion. As a person who enjoys an active and healthy lifestyle, I was always frustrated with the lack of accessible healthy dining choices. If I was able to find a restaurant that offered so called “healthy” options, I was usually disappointed. The majority of these places were gimmicky and used misleading advertising to make it appear that their food was fresh, healthy, and nutritional, when most of the time it was not.

The lack of healthy dining options led me to create the 3Natives concept in hopes of gaining the business and respect of like-minded people looking for what I offered in a truly fresh and healthy food service establishment. 3Natives was an immediate success!

3Natives would not be what it is today without the extraordinary people behind all of our franchise locations. These restaurant operators are one of the biggest reasons for the success of the 3Natives brand. If you have the same desire to take part in the healthy food revolution, I am honored to have you consider 3Natives. If after reviewing this franchise brochure, you feel that this is an opportunity that you would like to passionately pursue, the 3Natives team is ready and excited to support you through the entire process. I look forward to hearing from you.

Sincerely,

Anthony Bambino  
Founder





## What Makes Our Product Superior

The 3Natives concept is truly its own unique experience. In a world of mostly unhealthy “fast food” options, 3Natives is a pioneer; incorporating not only convenient, friendly, and fast service, but real food that is produced with care and attention throughout. We strive not only to create the tastiest and freshest food and beverage options, but also take health, nutrition, and transparency to the next level. With all of these ideals encompassed as part of our core values, 3Natives is the future of the modern day progressive, health conscious express restaurant.

Customers travel from all over for our famous Acai Bowls. Our fresh wraps and salads are an experience like no other, locals come in daily for their favorite selections. 3Natives prides itself on making items in-house and from scratch. This allows us to stay true to our standards of offering only the best sourced and freshest food ingredients. Our house made mayonnaise, our fan favorite balsamic dressing, and our hand-crafted cold pressed juices all evidence our commitment to make the best product. 3Natives Sous Vides all natural chicken breast in-house for an array of our chicken and chicken salad offerings. Preservatives and chemicals, are never used in our food production. If it’s not natural and wholesome it’s not for us. From sourced ingredients to the customers hand we strive for “Raw, Natural, Fresh.”

We at 3Natives are excited about your interest in become a franchisee. Franchisees are passionate people that add so much to our brand. 3Natives is not only a profitable, successful, and sustainable concept but franchisees can feel great about the fact that they are guiding their costumers to a truly healthy and nutritious lifestyle. After review of this brochure, if you feel this may be an opportunity for you please fill out the franchise application and e-mail it to Anthony Bambino at [Anthony@3Natives.com](mailto:Anthony@3Natives.com).



## Benefits of 3Natives

3Natives is attractive to owners, developers, and landlords because of its streamlined and simple operation. Fryers, ovens, vents, or grease traps are not required saving thousands of dollars in build out costs compared to competitors' concepts. A 3Natives store is often considered an asset in many plazas, especially in locations with other health conscious businesses.

**Brand Name Identification.** Your fees include the right to use 3Natives trademark, trade secrets, recipes, operating system, proprietary technology, training procedures, and all other aspects of the franchised system.

**Location Analysis.** 3Natives knows the importance of a location. We require a corporate site analysis specific to your market provided by our professional site consultation firm.

**Training.** You will receive comprehensive training. The program includes several weeks of hands-on training in your market as well as one week at our corporate training facility in Tequesta, Florida. The curriculum includes operations, marketing, and business management.

**Ongoing Research and Development.** 3Natives has developed systems to help franchisees in the daily operations of their business. In addition, we will analyze all aspects of the business such as leases, equipment packages, construction, and product development.

**Buying Power.** 3Natives franchisees benefit directly from negotiated national pricing and volume discounts.

**Cost Control.** 3Natives realizes the importance of simplicity and will continue to develop systems to make operations for the franchisee as simple as possible. Portion control is a way to help franchisees keep food cost in line and is imperative in running a successful business. 3Natives has invested in state of the art technology to assist in this endeavor.

**Cash Control.** Keeping accurate daily records is a necessity. We will provide you with easy-to-follow procedures and great technology to keep track of sales and other crucial business statistics.

**Proven Growth.** A 3Natives Franchise will allow you to be part of a proven, growing system.





## 3Natives Specifications and Demographics

- Ideal size of 1,100 to 1,500 square feet
- Outdoor patio is desirable (minimum of 250 square feet)
- Unobstructed visibility from main traffic arteries and corridors with a minimum of 30,000 vehicle per day
- Signage on maximum number of building sides along with signage on existing (or future) multi-tenant monument and/or pylon signs
- Vibrant retail areas and shopping centers with strong everyday traffic, anchored by grocers, gyms, yoga or pilate studios and other retailers
- High day time population is beneficial through high concentrations of office, hospitals, universities and similar lunch traffic generators
- Requires a strong residential base with easy access to predominant retail and restaurant concentration

The 3Natives concept is proven and successful in a wide range of demographics the majority being men and women who live a healthy lifestyle. Of our most loyal customer base, 70% are female with a wide age grouping of 25-60 years old. This grouping tend to be college educated with a household median income of \$80K+.



## Questions and Answers

### **Q: What types of franchises are available?**

A: Individual franchises as well as multi-unit franchises are available.

### **Q: How do I get started?**

A: Fill out the Franchise Application and e-mail it to Anthony Bambino, Anthony@3natives.com.

### **Q: Is there location selection assistance?**

A: Yes, we have a team that will assist you in finding a site that has been analyzed to assure success.

### **Q: What is the typical amount of time to open a 3Natives?**

A: 5- 7 months, depending on amount of buildout and contractor availability.

### **Q: What kind of training can I expect to go through?**

A: Training is generally three weeks. The first week you will learn to make our recipes, as well as learn the business model. You will have two additional weeks of training. Additional training is always available.

### **Q: What is the franchise fee?**

A: \$30,000

### **Q: What is the royalty charge?**

A: 6% of gross sales.

### **Q: Is there an advertising fee?**

A: Yes, initial opening advertising fee of \$5,000. We recommend 2-3% to be invested in the local market.

### **Q: Who can I contact with questions?**

A: Anthony Bambino at Anthony@3Natives.com.





## Capital Requirements Table

To open your first 3natives, you typically need between 100k and 225k in liquid assets and a minimum net worth of 400k. Your initial investment will be between 192k to 265k, dependent on several factors.

Type of Cost	Amount	Method of Payment	Due	Paid to
Franchise Fee	\$30,000	Lump Sum	Upon Signing of Franchise Agreement	3Natives Franchising LLC
Lease Hold Improvements	\$60,000 to \$90,000	Lump Sum	As Incurred	Contractor, Designated Sources, and Other Third Parties
Plans	\$3,000 to \$3,500	Lump Sum	Before Opening	Architect
Equipment, Furniture and Fixtures	\$50,000 to \$60,000	Lump Sum	As Arranged	Suppliers
Initial Inventory	\$4,000 to \$7,000	Cash On Delivery; Invoice	As Incurred	Us or Approved Supplier
Signage	\$3,500 to \$5,000	Lump Sum	Before Opening	Suppliers
Initial Training Expenses	\$2,000	Lump Sum	As Incurred	Hotels, Airlines, etc.
Lease Deposit	\$8,000 to \$12,000	As Agreed	As Incurred	Landlord
Insurance Deposit	\$1,000 to \$3,000	As Agreed	As Incurred	Insurance Company
Professional Fees	\$1,000 to \$2000	As Agreed	As Agreed	Attorney, Accountant, Engineer
Grand Opening Advertising	\$5,000 to \$8,000	As Arranged	Before Opening	Suppliers, Media
Utility Deposit	\$2,500 to \$4,000	As Arranged	As Incurred	Utilities Company
3 Months Working Capital	\$20,000 to \$35,000	As Agreed	As Agreed	Third Parties
Permits	\$1,000 to \$2,000	As Incurred	Before Opening	Governmental Agencies
Licensing	\$1,000	As Incurred	Before Opening	Governmental Agencies
<b>Total</b>	<b>\$192,000 to \$264, 500</b>			